

**IN THE CLAIMS:**

Please amend Claim 1 as follows:

*sub 1* 1. (Twice Amended) A system for generating an advertisement optimized for two or more persons located at a public location, said system comprising:

means for obtaining data relating to detected characteristics of said two or more persons while engaged in a common activity at a public location;

*B1* processing means for contemporaneously receiving said obtained data, collecting data relating to said detected characteristics of said two or more persons based on said received data, and extracting common elements from the detected characteristics of said two or more persons from said collected data while said two or more persons are at the public location;

means for generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common elements for said two or more persons at said public location; and,

means communicable with said processing means for transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

Please amend Claim 16 as follows:

*sub 16* 16. (Twice Amended) A method for generating an advertisement optimized for two or more persons located at a public location, said method comprising the steps of:

*B2*

a) obtaining data relating to detected characteristics of said two or more persons while engaged in a common activity at a public location;

b) collecting data relating to said detected characteristics of said two or more persons based on said obtained data while said two or more persons are at the public location;

c) extracting common elements from the detected characteristics of said two or more persons from said collected data and associating products and services for advertisement with said common characteristic elements while said two or more persons are at the public location;

d) generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common characteristic elements for said two or more persons at said public location; and,

e) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

Please amend Claim 29 as follows:

29. (Twice Amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating an advertisement optimized for two or more persons located at a public location, the method steps comprising:

a) obtaining data relating to detected characteristics of said two or more